



Comprehensive Sign Code Update to the General Sign Provisions

Community Development Department

Sign Code Review Committee

Meeting No. 6

April 2, 2015

How did We Get Here?

- Fifth Meeting of large Committee –June, 2014
- At 5TH meeting Committee delegated an 8-member working group Subcommittee for focused review to work out details.
- Subcommittee has met eight times since June, 2014.
- The Proposed Draft General Sign Provisions reflects the dedicated work of the Subcommittee.



New Draft Sign Provisions

- **Overall Major Changes from Current Code:**
- Reorganized – better organization and consolidation of Sections.
- Addition of Illustrations & Graphics to illustrate specific standards.
- Consolidation of standards for specific sign types into new tables. All in one place.



Section 19.620.010 - Authority

- This section carries forward Section 19.620.010 of the existing Sign Provisions;
- This includes revisions/corrections (per Legal Counsel) related to the State Constitution, Government Code Sections , California Business & Professions Code, and Penal Code.



Section 19.620.020

Purpose and Findings

- This new section is intended to establish the public purpose for the regulations in the Chapter and provide a basis for decisions.
- Generally, the Purpose is: “to balance needs of adequate identification, communication and advertising with public safety & welfare, and enhancing the aesthetic character and environmental values of the community.”



Section 19.620.030

Applicability & Scope

- This is a new section that carries forward provisions the current Code describing the scope of the General Sign Provisions.
- Essentially, the General Sign Provisions regulate signs on private property.

Section 19.620.040

Exempt Signs

- Incorporates a number of existing Code provisions regarding exempt signs.
- Includes three categories:

1) Signs Exempt from Permits and Standards.

Examples: Signs less than 4 s.f. with hours of operation, traffic or municipal signs, legal notices, address signs, etc.

2) Signs Exempt from Permit Requirements but subject to standards.

Examples: Directional signs, hazard signs, flags, & construction site sign

3) Nonconforming Signs



Section 19.620.040

Prohibited Signs

Proposed revisions:

- Advertising statuary is currently prohibited. Generally remains prohibited, unless allowed with a Conditional Use Permit;
- Allow banners, balloons, pennants and portable A-frames as temporary signs.
- Eliminated the current prohibition of Fluorescent Colors due to potentially impermissible restrictions on free speech;

New prohibitions include:

- Specific prohibitions against mobile billboards;
- Signs that produce noise or emissions;
- Signs located on public property or in the public right-of-way except as provided for in Chapter 19.625.



Section 19.620.060

Design Principals

- This is a new section establishing principles for sign design that will offer guidance related to architectural compatibility, area character, legibility, readability and visibility of signs.

Section 19.620.070

General Provisions for All Sign Types

- Carries forward many existing the provisions, Basic Policies and General Provisions, of the existing Code.

New Provisions Include:

- Rules for measuring sign area and height with graphics illustrating key provisions,
- Illumination standards
- Tables summarizing requirements applicable to different sign types by zoning district.



Section 19.620.070

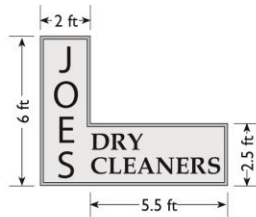
General Provisions for All Sign Types

New Graphics – Rules for Measurement

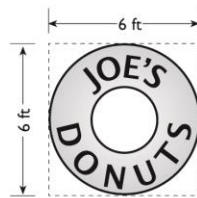
Single Faced



Sign Area = 28 sq. ft.

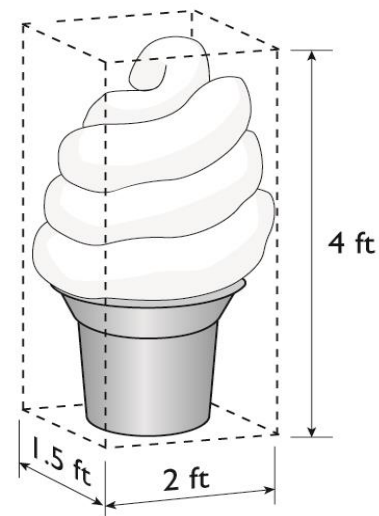


Sign Area = 25.75 sq. ft.



Sign Area = 36 sq. ft.

Three Dimensional



Sign area = 20 sq. ft.

Section 19.620.080

Standards for Specific Sign Types

New Tables for Building Signs, Freestanding Signs, and Special Use Signs.

Building Signs Table – Changes to Standards

- For the CR, CG & CRC Zones, a greater number of wall signs are allowed on a single building frontage for larger tenants with frontages greater than 80 lineal feet.
 - 80 to 200 LF: 2 signs
 - 200 to 350 LF: 3 signs
 - 350 to 500 LF: 4 signs
 - 500 LF or more: 5 signs



Section 19.620.080

Standards for Specific Sign Types

New Tables for Building Signs, Freestanding Signs, and Special Use Signs.

Building Signs Table (continued)

- Carries over current Code standards for multiple-story buildings over 3 stories.

Changes from Current Standards

- buildings over 3 stories would only allow building signs on the first and top stories.
- Allows for an additional sign at the top floor per frontage if building frontage (width/length) is over 150 lineal feet.



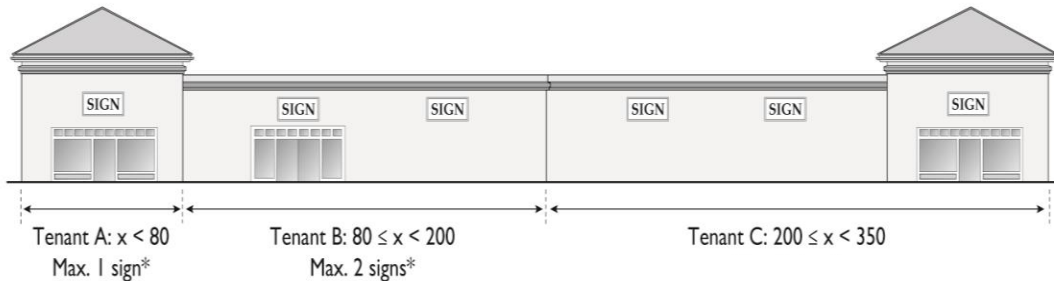
Section 19.620.080

Standards for Specific Sign Types

New Illustrations for Building Signs

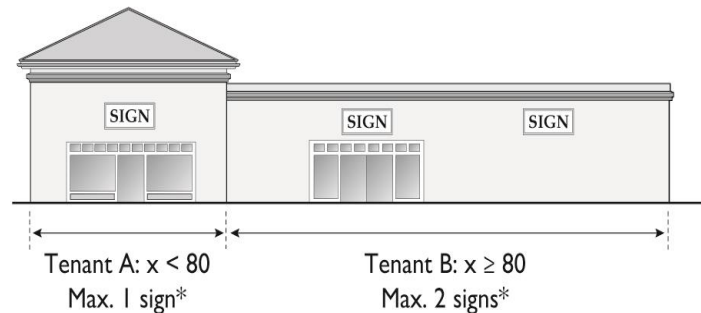
Multi-Occupant Bldg. Frontages

x = Lineal Feet of Building Frontage



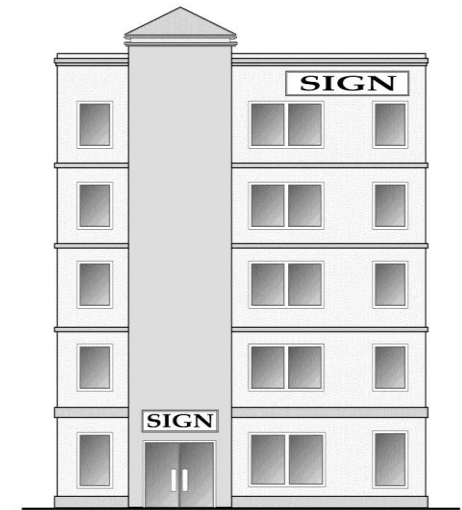
*Refer to Table 19.620.080.A for allowable sign area.

x = Lineal Feet of Building Frontage



*Refer to Table 19.620.080.A for allowable sign area.

Allowed wall Sign Locations on Multiple-Story Buildings greater than three stories



On buildings over three stories, wall signs may be located on the 1st and top floor only. Additional area is allowed for top floor wall signs; see Table 19.620.080.B.

Section 19.620.080

Standards for Specific Sign Types

Freestanding Sign Changes

- **Freeway Signs** – Requires Planning Commission approval of a Minor Conditional Use Permit, same as currently required.
- Only allowed in Commercial and Mixed Use Zones for commercial complexes greater than 9 acres in size.
- Establishes new standards for height, size and separation requirements from jurisdictional boundaries, residential zones, and other freeway signs.
- Requires sign to be within 150 feet of Caltrans ROW.

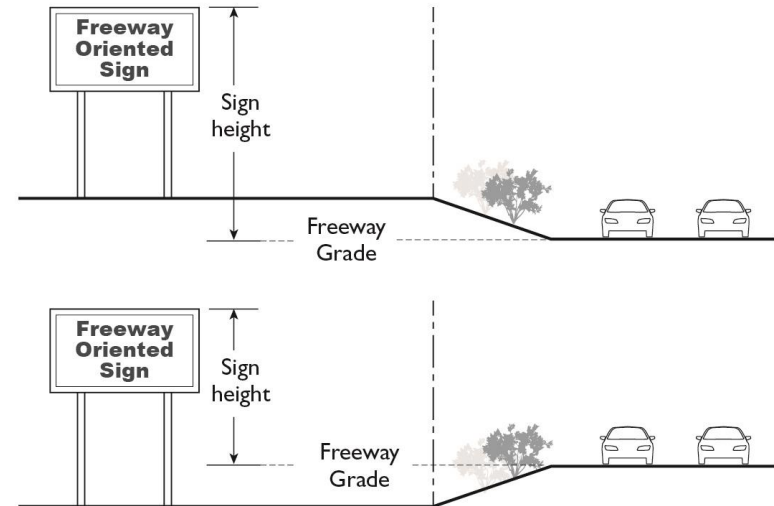
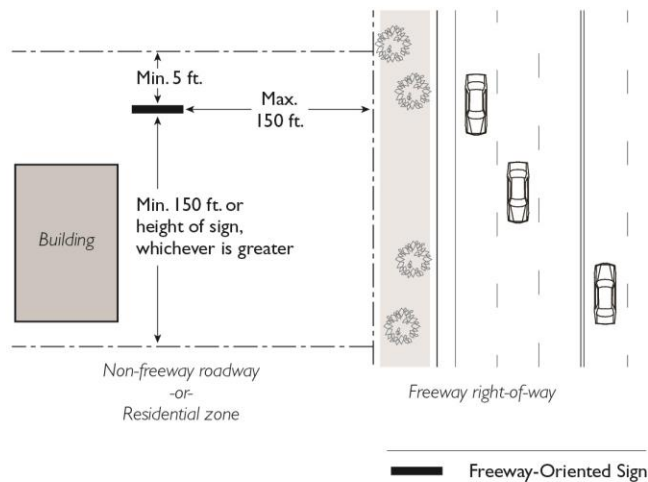


Section 19.620.080

Standards for Specific Sign Types

Freestanding Sign Changes (continued)

- Freeway Sign Illustrations***



See Table 19.620.080.B for allowed sign height and area.

Section 19.620.080

Standards for Specific Sign Types

Freestanding Sign Changes (continued)

- Prohibits pole signs and establishes new standards for pylon signs;
- Allows greater number and increase in size of monument signs for commercial complexes in Commercial and Mixed Use Zones for sites greater than 1-acre in size;
- Pylon signs allowed for complexes greater than 10 acres:
 - 10 acres or more but less than 25 acres - 1 pylon on major street frontage 25 feet high and 110 s.f.
 - 25 acres or more – 2 pylons on major street frontage 25 feet high and 110 s.f.



Section 19.620.080

Standards for Specific Sign Types

Special Use Sign Table

- This has consolidated current standards related to drive through restaurant menu boards, parking lots & parking garages, & vehicle fuel station signs.
- Minor changes have been made to allow for more signs, such as 2 freestanding menu boards per drive through lane for drive thorough restaurants.



Section 19.620.080

Standards for Specific Sign Types

Changeable Copy Signs –

- Current Code provisions for readerboard signs carried over, but renamed as “changeable copy.” They address manually changeable copy as well as electronic & digital signs;
- New special standards for electronic message center (EMC) signs related to illumination, frequency of display.
- EMC’s allowed subject to approval of a CUP for commercial complexes 10 acres or larger



Section 19.620.090

Temporary Signs

- Current Code has standards but no permit or compliance review is required.
- Proposed revisions establish a permit process with issuance of sticker to attach directly to temporary sign. The permit will be simple inexpensive self-certification process.
- Generally same standards as current Code with some changes related to type, dimensions and time limits.



Section 19.620.100

Procedures for Sign Review & Approval

- The new provisions clarify existing requirements and respond to concerns with inflexibility of the existing Code.
- Includes a minor modification process for modification to sign area and height requirements of an individual sign
- Modification up to a 10 percent increase subject to required findings. A 10 percent increase in the area or height requirements of a sign would need a variance.



Section 10.620.110

Sign Programs

- New section establishes requirements for sign programs.
- Continues current requirement to require preparation of a sign program for new office and commercial complexes with 3 or more lease spaces in Commercial zones.
- Provides new incentive - 5 percent increase in sign area for individual signs subject to approval by the Zoning Administrator;
- Establishes procedures for review and approval of sign programs including findings for approval.



Section 19.620.120

Historic Signs

- These provisions are carried over from multiple sections of the current Code and consolidated into one Section.
- This Section carries over special historic sign standards from the current Code that provide special allowance for roof signs & projecting signs.
- Signs on a designated historic building or in historic districts still subject to review under Title 20 by the Historic Preservation Officer or Cultural Heritage Board.



Section 19.620.130

Nonconforming Signs

Carries over existing Code provisions with some changes including:

- Requirement for removal of an abandoned nonconforming sign
- Provision regarding signs that become nonconforming because they are erected on property annexed to the City.
- Allow alteration or relocation of a non-conforming sign if it results in elimination of nonconformity.



Section 19.620.140

Enforcement

- This section carries forward the provisions of the Current Code with minor changes considered necessary to facilitate implementation of the revised General Sign Provisions.

Section 19.620.150

Definitions

- The new Definitions Section is added to Sign Code – Moved from Article X Definitions of the Zoning Code directly into the Sign Code making them easier to reference within the Sign Code;
- Meaning of terms are clarified and new definitions added such as definition of Pylon Sign;
- Removed or revised provisions that are expressed as standards and included in the appropriate section of the regulations.



Thank You

- Committee Discussion
- Recommendation for Committee to send to Planning Commission for consideration.

